



successful decorating

with the modern fashion in floors

how should you begin to decorate?

Whether you're decorating a new house or redecorating your present home, a little planning before you begin can save a lot of time, effort, and money. The first thing to do is to determine the final over-all effect you wish to achieve. The next step is to consider each room separately, deciding on the specific improvements you wish to make. Professional decorators, these days, recommend a complete color scheme for the entire home, so, in choosing the colors for various rooms, keep in mind over-all color harmony. Once you've done this, you'll be able to give direction to everything you do, and you can establish pretty well the decorating materials needed for the job. This makes it easier for you to set up a budget, stay within it, and achieve what you actually want.

Decorating is really not difficult. In fact, it can be remarkably easy if you begin with the largest single area of color in your rooms—the floors. You'll find, as you go through this book, that there are many ways in which the modern fashion in floors by Armstrong can help you to do a really successful decorating job. Good luck! Enjoy yourself!

what do you want to achieve through decorating?



Lack of space and what to do about it have always been problems for the majority of families. As your family gets bigger, your home seems to get smaller. And very often, after you've lived in the same place for a number of years, the rooms don't seem so big as they were when you first moved in. Like so many others, you may often think, "If only I could let out the seams a bit in the living room" or, "If only the bedrooms were bigger."

Lots of people, these days, solve a space problem by adding an extra room, joining two rooms together, or remodeling a garage or porch to make it part of the house interior. When Armstrong floors are installed, they give these areas a completely new and finished look. Sometimes, with modern construction methods, these things can be done quite inexpensively.

Another solution is to create the *feeling* and *appearance* of greater space in rooms through decorating. This can be done quite easily with Armstrong floors. You'll find a wide variety of sweeping designs in Armstrong floors that actually seem to push the walls back . . . a great number of floors with light, clear colorings that give rooms an airy, open appearance. You can also make your rooms seem larger by choosing a "natural texture" design that borrows spaciousness from nature.



Here are some questions about style that are frequently asked of professional decorators:

Is all modern good? What is the best traditional period? Can I use modern and traditional styles in the same area? Will I make a mistake if I try to give the living room of an older home a modern sophisticated look? And, conversely, can a brand-new home be furnished in a traditional style?

Depending on whom you ask, the answers to these questions may vary. But in today's decorating, a good rule to apply when in doubt is: "If you like something, use it." With so many versatile, modern materials at your beck and call, there's almost no limit to what you can do confidently and successfully.

Today's Armstrong floors, in particular, allow you greater decorating freedom than you've ever enjoyed before. There are designs to enhance any kind of modern furnishing from the most conservative to the most extreme, to harmonize French Provincial with Early American or Oriental with Spanish, to blend modern and traditional styles in a single, coordinated effect, to give an older home a sophisticated look.

Whatever your decorating goal, you'll find an Armstrong floor to help you achieve it in the loveliest way. As a result, you need never be concerned that your furnishings, accessories, and area rugs are out of place. Armstrong floors will create an attractive background to show them off in a modern, fashionable way.

comfort



New decorating ideas and the development of new products have made America's homes more comfortable and relaxing than ever before. Today, you can make your living room informal for the family and, at the same time, stylish for entertaining. Your bedroom can be more than just a bedroom—it can be a retreat for reading, thinking, and relaxing. So comfort is an important aspect of decorating, and few things contribute as much to decorating for comfort as Armstrong floors. Their designs and colors allow you greater freedom to use those furnishings that are most relaxing.

And you enjoy comfort of mind because there are fewer "don'ts" with Armstrong floors than there are with other types of floors. The practicality of a smooth. durable surface will let you and your family do the things you enjoy without fear of marring the floor's beauty or shortening its service.

Armstrong offers many things to help make homes more comfortable—things like Cushion-Eze foam backing, warm resilient Cork Tile and quiet Rubber Tile. You'll come across these and many more wonderful developments as you read on.





As you decorate, every design and color, every material and texture you choose will naturally reflect your personality. Decorating is, in fact, a form of self expression. That's what makes it so much fun.

You'll find there's no limit to what you can do with the many, many interesting designs and colors in Armstrong floors. They will help you make your rooms cheerful or dignified, warm or cool, relaxing or exciting. But, even though Armstrong floors can do so much for your decorating, the degree of your success depends mainly upon your own personal touches.

To be most effective, you mustn't play things too safe. Many people choose colors and designs that are pleasant but uninteresting, and the results show it. Be yourself! If you like a color or design that's unusual and exciting, go ahead and use it. If you decorate around the floor, harmonizing walls and accessories with the floor's color and design, you can't go wrong.

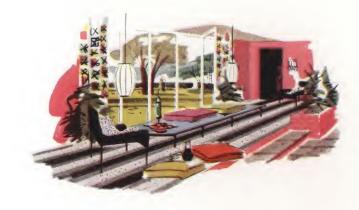
convenience



Whenever you use short cuts in doing chores around the house, you save time that can be used for better things. Here, too, Armstrong floors make living so much more pleasant for all the family. Not only are they famous as beautiful decorating materials, they're equally wonderful for needing so very little care. Think how much time and money you spend caring for hard

wooden floors, with their miles of dirt-catching seamsfloors that have to be sanded and resurfaced so often. Now reflect on how much easier life would be and how much money you could save with Armstrong floors throughout your house. They offer you exciting styles, permanent colors, and a minimum of "care" problems. That's real convenience!





Armstrong ...the modern fashion in floors



Because they offer unlimited opportunities for successful decorating, Armstrong resilient floors have become the choice of many leading decorators. The versatile beauty of these floors can solve decorating problems for you, too. Use them to achieve almost any decorating effect whether your budget is large or small. There are literally hundreds of distinctive designs and lovely colors to choose from—in sheet goods of linoleum and plastic Corlon, in tiles of plastic, rubber, cork, asphalt, and linoleum. This book is designed to show you how you can easily and effectively decorate every room in your home with Armstrong floors. Relax—take this room-by-room tour and see how much Armstrong floors can help you achieve successful decorating.

for an entrance hall



Welcome Never underestimate the importance of a friendly first impression. Through the right choice of color and design, you can give your entrance hall a feeling of warmth and charm, reflecting the welcome you wish your guests to feel.

Spaciousness By their very nature, entrance halls are usually not large. It is, however, highly desirable to decorate for the effect of spaciousness. You can make your hall look wider, for example, by using a floor design with light coloring and horizontal stripes.

Practicality With people coming and going all the time, your entrance hall must be easy to keep clean. A smooth surface resilient floor is extremely durable. Because sand and dirt can't grind into it, frequent and costly resurfacing is unnecessary. Furthermore, you can choose a floor that hides tracked-in footprints until you have time to wipe them away.

Introduction of decorative theme The entrance hall can serve to set the stage for the general decorative theme of your home. Use some of the major colors, designs, and materials from adjoining rooms and the staircase when decorating in this area.

in this friendly entrance hall Here's an entrance that immediately welcomes visitors. Windowless halls are often too dark, but this one uses a big mirror to reflect the light-colored floor. This vinyl plastic floor permits the use of dramatic wall colors and it doesn't show tracks. Even in bad weather, mud and water can be wiped away in a jiffy with but a few strokes of a damp mop.

> Major colors | White and Cork Accent colors | Brass, Black, and Dark Woodtones

Floor is Armstrong Custom Corlon Tile, style 460 combined with style 462.



for a living room



Versatility In almost every home, the living room serves two functions. It's the center of daily family living and it's the place where guests are entertained. Through decorating, you can make this area informal and comfortable, yet smart and fashionable—ideally suited to its dual role. Begin by choosing a floor that has versatility itself.

Beauty Beauty is always the prime aim of decorating and it's especially important for a living room. The particular *style* of beauty is entirely up to you. Don't hesitate to use two styles such as traditional and modern together. There are many resilient floor designs in sheet goods or tiles that blend different styles for a lovely over-all effect.

Relaxation A living room with a tranquil color scheme and comfortable furnishings is pleasant and inviting. If the floor is practical—and Armstrong floors are—it makes for more carefree, more relaxed living.

Convenience It's important that a living room be easy to care for. By decorating with modern materials, you can make it the sort of room that the children can use until six o'clock, then a quick straightening up and it's ready for entertaining guests at seven.

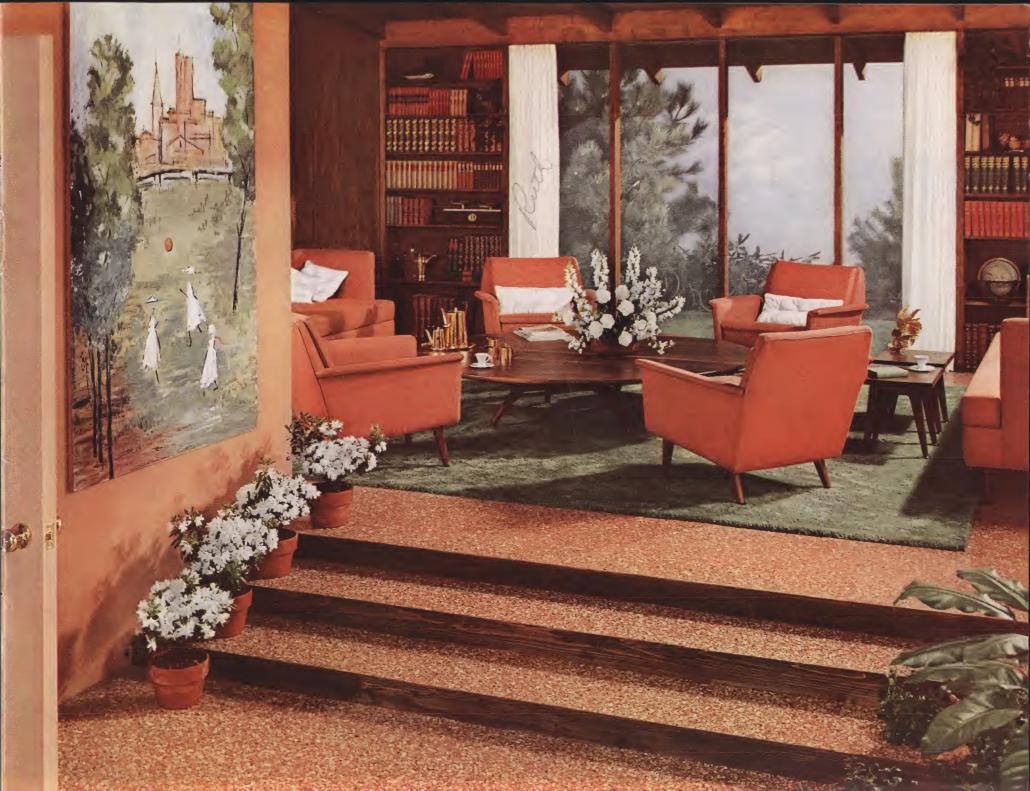
in this living room

The moment you enter this inviting room, you feel welcome and comfortable. The main reason is the warm color scheme which is based on the lovely Armstrong vinyl plastic Corlon floor. The floor's rich tones unite furnishings, accessories, and the natural wood ceiling—creating a wonderfully relaxed air. For all its beauty, the floor makes this a convenient and practical room, too. Playing youngsters can't hurt its smooth durable surface.

Major colors | Pumpkin and Dark Walnut

Accent colors | Olive Green and White Fortisan

Plastic floor is Armstrong Mosaic Corlon, style 6509.



in this modern-traditional living area



Combine traditional and modern in your living area? Go right ahead as long as you have the right floor. Here, the timeless beauty of natural cork spans the years between period and contemporary, uniting both styles in one lovely over-all effect. Professional decorators consider Armstrong Cork Tile one of the most versatile decorating materials and it has many other virtues, too. Its natural springiness makes it extremely quiet and comfortable to walk on. It's practical, too, because Armstrong has found the way to enhance and preserve cork's warm, golden colors while actually increasing the floor's durability, and its satin-smooth finish is so easy to keep clean. It's no wonder that so many of today's homemakers are selecting Armstrong Cork Tile for rooms all through the house.

Major colors / Mocha Tan Cork, Emerald Green, and White

Accent colors / Forest Green, Marigold, and Walnut White

Floor is Armstrong Cork Tile, style 410.



in this basementless house living room

Light-colored feature strips in the custom floor design lead you from the entryway into this cozy living room. Its floor-to-ceiling windows open up the room to the lovely view outdoors. Neutral beige, used in the floor, chimney wall, and ceiling, creates a soft background for brilliantly striped upholstery and brightly colored accessories. The floor's subtle chip-grain design gives it an unusual, mellow richness which can be carried throughout the entire house-upstairs, downstairs, even below ground level.

Soft Beige, Brown, Major colors

and Natural Dark Wood

Accent colors

Black, Scarlet, and Burnt Orange

Floor is Armstrong Imperial Custom Corlon Tile, style 1403, with inset feature strips, style 1460.

for a dining room



Graciousness An attractively decorated dining room adds pleasure to regular family meals as well as entertaining. Be as daring in your choice of decorative elements as you wish. Brilliant colors or pastel colors—both are all right. The graciousness of an imaginative dining room done in good style will never be criticized.

Informality Your dining room can be informal and friendly, at the same time, smart and fashionable. It can be practical enough for a hasty family breakfast and sophisticated enough for a formal dinner. Smart, modern resilient flooring, in high style designs, can create a relaxed atmosphere with the family, and, at the same time, can be the easiest flooring to keep looking nice for dinner parties.

Practicality The practical dining room offers easy service of food, whether it be buffet style or table service, and easy, comfortable seating. Accidents will happen, even in the best dining rooms. Because most Armstrong resilient floors are grease resistant and delightfully easy to care for, they're the most practical choice you can make for a dining room.

in this triangular dining room

Imagination and ingenuity make this dining room a delightful place to eat. Brilliant yellow upholstery and a very modern table contrast in an exciting way with the many antique French effects. The black and white floor of Armstrong Rubber Tile recreates the elegance of a French chateau. Being rubber, it is exceptionally quiet and comfortable underfoot and is completely greaseproof.

Major colors | Black, White, and Off-White

Accent colors | Sunflower, Brass, and Walnut

Floor is Armstrong Rubber Tile, styles 653 and 695.



for a kitchen



Charm A kitchen that's decorated with gaiety and warmth will have a happy effect on the person who has to spend the most time in it—you. Use light, warm colors whenever possible in floors, walls, and accessories. You'll find that they're the easiest, most effective way to create a cheerful atmosphere—one that always says "Good morning!"

Convenience Whether your kitchen is big or small, you can make it a convenient center for a variety of household functions. Plan it to include separate areas for cooking, baking, cleaning up, laundering, sewing, and family business matters—all in one room. You'll save a lot of time and energy in the future, and every day will be more fun.

Practicality All working and wall surfaces in the kitchen should be chosen for practicality as well as good looks. Armstrong not only makes practical floors of unusual beauty, it also makes wall coverings and counter tops. In fact, there's an Armstrong product for almost every surface in your kitchen, and you can choose colorings that are carefully designed to harmonize with one another or offer smart contrasts.

in this kitchen This cozy kitchen is made warm and friendly by natural textures. Wood, brick, and pebblestone are represented in a variety of mellow tans and browns. The "Pebblestone" design in the floor is gently embossed by an exclusive Armstrong process that adds depth and realism to its textured beauty. From the practical point of view, it's a pure delight-smooth, greaseproof, and almost seamless.

Beige, Brown, and Natural Walnut Major colors

White, Slate, Bitter Green, and Stainless Steel Accent colors



for a master bedroom



Luxury The Master Bedroom is out of the path of constant family traffic and separate from areas where guests are entertained. Here, an air of luxury is practical. Use a floor that's warm and quiet underfoot and accent it with area rugs.

Personality Bedrooms all seem to be planned the same way. The head of the bed is against the wall, windows are used primarily for air—not for light—and there's rarely any place to sit comfortably. Before you decorate your bedroom, why not experiment a bit? Break some of the conventional rules, if you must, but give your bedroom a reflection of your own individual personality.

Comfort Wouldn't you love to have a bedroom where you can read and relax away from the day-long whirl? Successful decorating can give you that escape to peace and quiet. Choose tranquil colors for your scheme and arrange a comfortable chair or two in a special little area for reading, writing, sewing, or private conversation.

in this master bedroom

Here's a most inviting bedroom—one that's relaxing and luxurious in appearance. A combination of Oriental and modern styles gives it a charming personality all its own. It gets decorative unity and warmth from the rich golden tones and deep textured look of the natural cork floor. Armstrong Cork Tile is actually warm to the touch; you can go barefoot comfortably if you wish. It's luxuriously quiet, too, and its special finish keeps it wonderfully smooth and satiny.

Floor is Armstrong Cork Tile, style 410.



for the children's bedrooms



Privacy Children's bedrooms are more than just sleeping places. They're centers for all kinds of work and play activities. Most children need a certain amount of privacy, and you can achieve it by decorating even when two or three children share one large room.

Easy care No one has to tell a parent why a children's room should be decorated with materials that are durable and easy to clean. A major solution to the problem is a resilient floor that will stand all the punishment of youthful exuberance. You'll find that a damp mopping is usually all it needs for a clean, fresh look even after liquids or food has been spilled on it. Let the children be responsible for keeping it clean!

Color versatility Colors should be gay and have the capacity to remain interesting as the children get older and their tastes become quieter. Youngsters like color and usually add their own bright touches to a room in the form of school pennants, pictures, toys, and books. Choose a floor that compliments these many accents.

in this bedroom for two girls. There's no conflict of ages or interests in this charming room for two girls. If the teen-ager wants to study without being disturbed by her younger sister, she can do it simply by closing the folding door partition. Decorative unity was obtained by running the gaily colored floor of Armstrong Linoleum through both areas. This floor's multicolored spatter dots let it harmonize with any color scheme, and its smooth, virtually seamless surface is so practical and durable that it will stand up to all the wear and tear that growing children give it.

> Major colors Almeria Turquoise, Pastel Blue, and Off-White

Accent colors Larkspur Blue and White Floor is Armstrong Spatter Linoleum, style 5027.



for a bathroom



Fashion If your bathroom is beautiful, everyone in the family helps take care of it—therefore, the smarter and more beautiful the better! By using a good basic color scheme in walls and floors, you can alternate accessories and change styles. When expecting company, you can create a high style look simply with a switch of towels and shower curtains.

Splash resistance Because there's water, water everywhere, exposed surfaces such as walls, cabinets, counter tops, and floors should be resistant to water and humidity. Plastic surfaces and resilient floors by Armstrong not only meet this requirement, they have another advantage: easy care. An occasional damp mopping does the trick.

Versatility More and more, today's bathrooms are taking on new versatility. If you have the space, you can add a washer-dryer for doing laundry in the bathroom, a lounging chair for relaxation under the sunlamp, a mirror and cosmetics table for the final touches of dressing. It takes less space than you might think.

in this washable bath

Almost all surfaces in this stylish bathroom are plastic, and what a convenient room it is! The walls, cabinets, counter tops, and floor are all Armstrong plastic products that have exceptionally high resistance to water and humidity. They can be kept clean and gleaming simply by wiping them with a damp cloth. As you can see, work-saving practicality is thoroughly compatible with beauty. The lovely sheet Corlon floor forms the foundation for the color scheme, and the specially designed colorings of other plastic surfaces by Armstrong are in perfect harmony.

Major colors | Pink, Gray, White, and Brown

Accent colors | Walnut and Black

Plastic floor is Armstrong Mosaic Corlon, style 6504; walls and counter tops are Armstrong Vinyl Plastic Surfacing, style 8605; cabinets are faced with Armstrong Corlex, style 7502.



for a basement



There's usually lots of space in the basement, and a downstairs recreation room can add so much pleasure to your home. It will probably need to be decorated in a color scheme that will overcome the lack of natural light. Gay colors in floors, walls, and accessories will help transform a drab basement into one that's bright and cheerful.

Economy To convert a basement economically, shop around for good buys in furnishings and accessories, perhaps picking up second-hand tables and chairs and refinishing them yourself. Your flooring dealer can show you low-cost Armstrong floors that are handsome and stylish. Of course, if you want a luxurious floor, there are several by Armstrong that may be installed in basements.

Note: Not every resilient floor can be used in a basement because of the problem of alkaline moisture in concrete. On the last page, you'll find a complete list of those Armstrong floors that can be used in basements and in basementless houses.

When you add extra living space by converting your basement, you want to add as little extra housework as possible. Be sure to choose a resilient floor—it will require amazingly little time and effort to keep it bright and shining, looking like new.

in this ''Village Green'' basement This gay basement is fun for teen-agers and adults alike. You'd never know from the cheery color scheme that it gets very little natural light. That's the advantage of using light colors in walls, accessories, and in the handsome Armstrong floor. On the morning after a teen-age party, scuff marks can quickly be removed from the smooth surface of this floor. It's always more relaxing for your friends when they know they can't harm the floor, and it's more pleasant for you because you know the cleaning is easy. There's dramatic beauty in every tile of this economical floor.

Major colors / Green, White, and Cadet Blue

Accent colors / Chartreuse and Black

Floor is Armstrong Asphalt Tile, styles D-900 (Ivory) and C-902 (Foam Green).



for a "family activities" room



Open planning Today's informal way of living has resulted in an entirely new and popular area, the "family activities" room. Here the entire family can be together although each member may be doing something different. A kitchen and seldom-used formal dining room will often combine into one family room of convenient size.

Decorative harmony Open planning makes a room spacious and convenient. It also makes one important demand of your ability to decorate. The color scheme of the entire area must harmonize. There's no easier way to do this than by use of one resilient floor throughout. Its color and design can serve as your foundation for decorative harmony.

This is the room where the entire family can carry on its various activities without fear of damaging furnishings or floor. Choose from the many Armstrong resilient floors that are ideally suited for the family room because they're durable, unaffected by spilled liquids or foods, undaunted by crushed crayons, and delightfully easy to keep clean.

in this informal family room. This activities room really takes the strain off the living room. It lets the entire family get together, including Mother, even when she's busy preparing meals. A room like this-with a handsome floor of Armstrong Textelle Linoleum-makes life more pleasant in other ways, too. With the floor's smooth, almost seamless surface, it's so easy to keep clean. Furthermore, the floor's durability gives the entire room years of wear. Growing-up children won't mar its beauty.

> Major colors Taupe, Sand, and Beige Accent colors Red, Chestnut Brown, Black, Brass, and Yellow

Floor is Armstrong Textelle Linoleum, style 1555. Woven rug is Armstrong Deltox, style 151-2, Chestnut Brown.



for a double-purpose room



Versatility Today, people are getting more use out of their rooms by having them serve two or more purposes. Whether you plan to have a den-guest room, a family activities-dining room or any other combination, it should be decorated so that the furnishings and color scheme are appropriate to each other.

Economy You may have to remodel a room to make it adaptable to several uses. To keep costs down and still achieve attractiveness, you can choose a low-cost, resilient floor. In fact, Armstrong makes a low-cost plastic floor, Armstrong Excelon Tile, that even a novice home mechanic can install, using only a brush and scissors for tools. Your dealer has complete, easy installation instructions.

Practicality When a room does double duty, it needs extra practicality. Furnishings and accessories should be as rugged as possible. You'll find a resilient floor is remarkably durable, and when it comes to cleaning, there's no floor so easy to care for. You'll never have to sand it, and you'll never have to send it out for cleaning. An occasional damp mopping is all it needs.

in this den-guest room

By day, this room is a den. By night, it's a guest room. To make the transition, you just pull out the bed that's hidden in the wall. The floor is vinyl-asbestos—durable, easy to clean, low in cost. It's one of the many lovely cork effects in floors made by Armstrong.

Major colors / Cork and Pongee

Accent colors | Red, Black, and Rattan

Floor is Armstrong Excelon Vinyl-Asbestos Tile, Corkstyle number 799 with feature strips of Plain Black, style 790.





you can create any number of expressive color schemes

Usually when people think of color, they think of it in terms of harmony only—whether the color of walls will blend with the floors, or whether the new lamp shade will go with furnishings-but color plays another important part in decorating. It can give a room special atmosphere. For example, reds and browns give a room warmth, yellow makes it sunny and cheerful, tan tones make it tranquil, blue lends a cool and soothing air, green is refreshing. And through the proper use of color and design, you can also achieve special effects in your home, such as making small rooms look more spacious or giving areas the fashionable indoor-outdoor look. Armstrong floors are available in almost any color and in a wide variety of designs-subtle straight grains, delicate tone-on-tones, gay spatters, rich burl grains, monochromatics, and embossed designs that capture the deep-textured look of outdoor materials such as brick, pebblestone, flagstone, and wood. There is a floor to achieve virtually any mood or effect. To be most successful, don't be timid about your choice of color and design. If you see something that rings a bell with you, use it-even if it's unusual. You can't go wrong if you use the floor as your starting point and then build your entire color scheme around it.

warmth



Reds and yellows can make a room warm and sunny. They're standout colors in the floor above, Armstrong Spatter Linoleum, style No. 5000. Below are two of many Armstrong floors that will create the effect of warmth and cheerfulness no matter where you choose to use them.



Asphalt Tile, style C-924



Linotile, style 176

coolness



Greens, blues, and grays can give a room coolness. They're very effective in rooms with southern exposure. In winter, you can add warm colored area rugs and accessories. Choose from any number of Armstrong floors to do the trick. Above is Armstrong Textelle Linoleum, style No. 1551.



Terrazzo Corlon, style 6208



Rubber Tile, style 632

with the modern fashion in floors

tranquility



Quiet, restful colors like mauve, taupe, cedars, and tans create an air of tranquility. The luxurious floor above is Armstrong Cork Tile, style 411. There are Armstrong floors at all prices that will help you create a relaxing atmosphere. Two of them are shown below, but there are many more.



Marbelle Linoleum, style 014



Custom Corlon Tile, style 471

spaciousness



The right floor design can help make a room seem longer or wider. The room above was made to seem bigger than it is by clever decorating with Armstrong Excelon Tile, styles 784 and 770. You'll find any number of Armstrong floors that are particularly good for the spacious look.



Custom Corlon Tile, style 1409



Excelon Tile, style 743

indoor-outdoor



This is one of today's most popular decorating effects. The many "natural texture" designs in Armstrong floors will help you bring nature's beauty into any room. The three floors shown here are Armstrong Linoleum, gently embossed for a deep-textured effect. Above is style 5321.



Embossed Linoleum, style 5310



Embossed Linoleum, style 5393

the modern fashion in floors

Armstrong LINOLEUM

This modern floor is one of the most fashionable floors for the best rooms in your home because it offers a greater variety of interesting, attractive designs than any other floor. In addition, the smooth, almost seamless surface of Armstrong Linoleum is delightfully easy to keep clean and fresh looking. The rich colors last the life of the material because they go all the way through to the backing. There is room here to show only one of each type of Armstrong Linoleum but there are many more different styles to choose from, and some are also available in tile form.



Plain, style 34: Cerulean Blue



Jaspé, style 1 : Apple Green



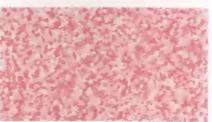
Royelle, style 1516



Textelle, style 1550

Armstrong corlon

With the distinctive designs and lovely clear colors in Armstrong plastic Corlon you can create interiors of unusual beauty. Some of the many designs and colors in the five types of Armstrong Corlon shown here are also available with two special features—Cushion-Eze foam backing (see opposite page) for the luxury of extra comfort and quiet, and Hydrocord back which permits Corlon to be installed in basementless houses (see last page). These floors offer exceptionally long wear, easy care, high resistance to color fading and to the harmful action of oil, grease, alkali, and house-hold cleaning chemicals.



Granette, style 6183



Decoresq, style 6300



Decoresq, style 6341

Marbelle, style 029



Spatter, style 5018: Amarillo Gray



Mosaic, style 6502



Mosaic, style 6505



Craftline, style 5110



Embossed, style 5520: Hexagon

Armstrong cushion-EZE

This exclusive Armstrong development is a layer of foam built right into certain Armstrong floors for wonderful "walking on air" comfort. It contains millions of tiny air bubbles that cushion every step you take, reducing noise in the room in which you use it and in the rooms below. Floor care is cut to an absolute minimum because the extra "give" prevents dirt from being ground into the surface.

Armstrong LINOLEUM TILE

Many patterns in the Decoray and Royelle Linoleum series and the inlaid vinyl Terrazzo Corlon series are also available in 9" by 9" tiles. Also, there is a new and original tile series called Armstrong Parquet Linoleum Tile. The "6 x 12 Series" is available in 6" by 12" tiles, in six carefully harmonized shades, from which you can create any number of unique floor designs. The "Diagonal Series" has an exclusive diagonal graining across its 9" by 9" tiles. With it, you can create striking dimensional square and chevron designs as well as a huge diagonal effect over an entire room.



the modern fashion in floors (continued)

Armstrong custom

This floor has been designed to give your interiors a rich and luxurious appearance. It is almost the ultimate in flooring luxury-a combination of rare beauty and practicality. It's made with the highest quality vinyl plastic resins and the surface has a sheen that's virtually unmatched. You'll find that the special beauty of its burl grain design makes an elegant background for your most prized furnishings. Custom Corlon Tile is exceptionally durable, requires remarkably little care and is highly resistant to indentation, alkali, grease, household chemicals, and alcohol. It has absolute dimensional stability so that it will not creep, curl, or shrink, even in areas subject to direct sunlight. Its resilience and resistance to indentation are equal to that of rubber tile.



Style 461: Trieste Gray



Style 477: Bordeaux Red

Designers Series, style 634: Blue Turquoise



Style 652: Jade Green White

Armstrong RUBBER TILE

Here's a floor that's especially appropriate for today's decorating trends which favor the use of bright, yet soft-toned, colors in richly styled interiors. It comes in two smart designs—a handsome burl graining and the delicate tone on tone of the Designers Series, with a wide choice of colors in each. Armstrong Rubber Tile is reinforced for extreme durability and its colors go all the way through each tile, so they won't wear off or lose their luster. Its cushioning action makes it a most comfortable and quiet floor to walk on.

Armstrong IMPERIAL CUSTOM CORLON TILE

Imperial is an unusually high-style design in Custom Corlon Tile. Wherever it's used it will create a fashionable and dignified appearance. Imperial's subtle terrazzo design and satin-like finish make it a splendid floor for really luxurious living areas. Imperial includes all the practical qualities of Custom Corlon Tile.



Style 1406: Rustic Copper



Style 1410: Mole Taupe



Style 174: Sunglow



Designers Series, style 187: Manila Tan

Armstrong LINOTILE

The most durable of all resilient floors, Linotile is particularly suitable for entrance halls, recreation rooms, kitchens, and other areas where there is lots of activity. It is also a very beautiful floor with many rich, perfectly blended colors in two designs—the popular swirl grain and subtle tone on tone. Linotile is processed for superior resistance to hard wear and indentation. It is famous for the little care it requires. Its colors go all the way through the material, and it is completely greaseproof. Linotile should not be confused with linoleum tile.



Style 410: Mocha Tan



Style 411: Coconut Brown

Armstrong cork TILE

The timeless beauty of this natural cork floor makes a lovely setting for all types of furnishings and accessories. Its exceptional comfort and quietness underfoot make Armstrong Cork Tile a favorite for use in living areas and bedrooms. An exclusive Armstrong process has enhanced the rich, glowing beauty of natural cork while increasing the floor's durability.

Armstrong CUSTOM CORK TILE

This rich-looking flooring offers an inexpensive way of creating a dramatic number of interesting effects by combining the light and dark effects in Armstrong Cork Tile. This floor



Style 1010

comes packaged in just the right proportions of light and dark styles to create a highly decorative floor design consisting of light-colored nine-inch octagonal tiles and dark three-inch squares. Like regular cork tile, it is very quiet and comfortable underfoot, and its special finish stays satiny smooth.



Style 1005

Armstrong custom VINYL CORK TILE

Here's a floor that combines all the rich beauty of natural cork with the easy-to-care-for qualities of vinyl. Because Armstrong fuses vinyl into the cork under tremendous heat and pressure, this floor can be made with larger cork particles than those in regular cork tile. It has a deeper textured effect that is unusually dramatic and distinctive. Custom Vinyl Cork is a very durable floor that will enhance your most precious furnishings and accessories. It is much more than a "one room pattern"; Custom Vinyl Cork Tile is the ideal carry-through pattern for every room in the house.



Style 789: Dark Woodtone



Spatter Series, style 738: Lexington Green

Armstrong excelon TILE

Here's a wonderful low-cost vinyl-asbestos floor that goes anywhere in the house, even the basement. It is available in a special Service Gauge that's the easiest of all floors to install—so flexible that you can cut the tiles with scissors and apply the adhesive with a brush. The five designs shown come in a variety of colors that help you decorate successfully. Armstrong Excelon Tile is delightfully easy to care for and remarkably durable.



Style 798: Light Corkstyle



Style 786: Mohave Charcoal



Designers Series, style 765: Sienna Copper

the modern fashion in floors (continued)

Armstrong asphalt tile

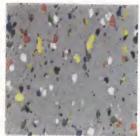
For years and years, this has been known as the low-cost floor with the luxury look. Each of its smart designs comes in a variety of colorings. Asphalt Tile is a suitable floor for the basement where economy is important. It's a wonderful value: long wearing and featuring many of the easy-care qualities of other Armstrong resilient floors.



Style 975: Light Corkstyle



Style D-970: Light Woodtone



Spatter Series, style C-991: Gray Dawn



Style D-952: Lagoon Blue

Armstrong corlex

This beautiful high-pressure laminate for counter tops, walls, and custom surfacing presents many opportunities for interesting decorative effects. Extremely durable, the rigid plastic finish resists heat and staining from common kitchen agents and is completely waterproof. It needs a minimum of care or maintenance. It comes in many stylings, including a range of exclusive patterns that are especially designed to harmonize with Armstrong floors.

OTHER Armstrong PRODUCTS

to help you decorate successfully

DELTOX woven rugs and carpet

These modern floor coverings give rooms the rich, casual air so fashionable in today's decorating. They're dramatically different—tweedy textured, expensive looking—and yet, Deltox Rugs and Carpet are very sensibly priced from only about \$22.95 for a big 9 x 12 rug. Cleaning is easy because there's no nap to trap dust and dirt. In rugs, there are oval, round, and rectangular shapes. The five basic types of Deltox Rugs and Carpet shown here are available in a great many colors and designs—and, best of all, they're reversible. It's like getting two rugs for the price of one.



Deltone 151-27



Delcraft 437-52



Delfield 56-12

Delvogue 725-1

Armstrong VINYL PLASTIC SURFACING

This new vinyl plastic surfacing brings beauty and practicality to walls and counter tops in kitchens, bathrooms, and other utility areas. It resists stains, mold, dampness, alkali, household chemicals and is fire resistant. Armstrong Vinyl Plastic Surfacing is very flexible and easy to cove around corners or edges. Available in 8 lovely pastel colorings.



Style 8603: Green



Style 8606: Beige



Style 7642: Red Terrazzo



Style 7603: Pink Swirl



Style 7101: Gray Linen



Style 7204: Yellow Pearl

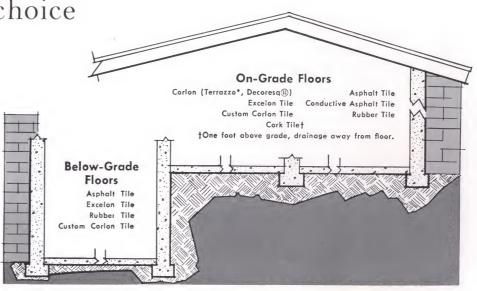
how the subfloor affects your choice

Any Armstrong floor can be used over a wood subfloor which is upstairs, above a basement, or above a well ventilated floor space. But remember that on-grade concrete subfloors pose problems. When in contact with the ground, they often contain alkaline moisture which can deteriorate certain types of resilient floors. This chart shows which Armstrong floors you can use in a basement or on a concrete slab foundation in a basementless house. Armstrong offers you the widest range of resilient floors to go over any kind of concrete subfloor . . . and the only sheet flooring that can be used safely over concrete in contact with the ground. This recommendation is made possible by Armstrong's exclusive Hydrocord back. Hydrocord is completely unaffected by the alkali and moisture normally found in concrete subfloors.

what about cost?

One of the most exciting things about decorating with Armstrong floors is that you can find the right floor design and color for any room in your home whether your budget is big or small. No matter what the cost of the Armstrong floor you choose, you can be sure of getting the finest quality for your money. Many retail stores have credit plans that enable you to buy Armstrong floors on easy terms. So there's no reason to wait. Start making plans now to buy Armstrong floors. Decorate your home with the professional touch that only Armstrong—the modern fashion in floors—can give it.

CORLEX, CORLON, CUSHION-EZE, CORKSTYLE, DELCRAFT, DELFIELD, DELTONE, DELWOOD, DELVOGUE, DECORAY, DECORESQ, EXCELON. GRANETTE, HYDROCORD, IMPERIAL, LINOTILE, MARBELLE, ROYELLE, SPATTER, AND TEXTELLE ARE TRADE-MARKS OF THE ARMSTRONG CORK COMPANY.



Approximate Installed Prices per sq. ft. of Armstrong floors in average-sized room*

						(In cents)
Asphalt Tile							20-45
Excelon Tile							35-60
Linoleum							20-60
with Cushion-Eze .							65-75
Corlon							45-60
with Hydrocord Back							60-70
with Cushion-Eze							75-85
Cork Tile							45-90
Rubber Tile							60-90
Linotile							60-70
Custom Corlon Tile .							70-90
Custom Cork Tile							70-90
Custom Vinyl Cork Til							95-130
Imperial Custom Corlo							95-130

* Installed prices of Armstrong floors will vary slightly with different sections of the country. These are intended to give you a good idea of the comparative costs of floors and indicate those that will be within your general price range. If you install a floor yourself, the cost is less.

Your flooring retailer will be glad to show you his wide selection of beautiful designs and colors in Armstrong floors.

He will be happy to visit your home and give you an estimate without any cost or obligation. You'll find that it's easy to decorate successfully when you use the wonderful Armstrong floors shown in this book—they're the modern fashion in floors.



BUREAU OF INTERIOR DECORATION, LANCASTER, PENNSYLVANIA



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